SBSS Express Seminars Real Estate Seminar Script.

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Real estate is a multi-billion dollar industry in the United States. Unlike other prospect groups, this market is made up of independent contractors who are responsible for purchasing their own equipment and paying other work-related expenses. So the real estate market is actually a market of two million independent decision makers. Since fewer than 10% of real estate professionals currently have a personal computer for their own use[1], this represents a major opportunity for you.

This SBSS Express Seminars Business Solution will help you to present effectively to realtors. Using these demonstrations in a seminar will allow you to highlight some of the most important business tasks these customers need to perform and get many key benefits across in a short period of time.

To enhance your demonstrations, you may want to use some relevant findings of recent research studies. The results highlighted below can add impressive proof to the benefits and advantages of owning an Apple Macintosh personal computer.

Productivity

Since most real estate agents work without administrative help or departments, personal productivity is a key selling point for Macintosh. Tell them that all Macintosh applications work virtually the same way, so once they've learned one, they're on their way to learning them all. In a recent independent survey Macintosh users rated their productivity 37% higher than MS-DOS users rated their productivity, and 32% higher than users of Windows 2.0.[2]

Training/Installation

Real estate professionals know that time is money, so they are concerned about ease of training and will view a short learning curve as a real benefit. However, most people don't consider the impact of training time on their purchase costs. A recent study shows that Macintosh users require less time to learn to use their computers than users of MS-DOS systems or users of Windows 3.0.[3]

Another key point you may want to incorporate throughout your seminar is that there are thousands of programs in virtually all areas of business available for the Macintosh. Realtors will be pleased to know that programs are available in specific areas such as: farming and prospecting, contact lists, buyer qualification, investment analysis and even accessing MLS (Multiple Listing Service) listings. You can also remind your audience that because of consistency across applications, they will be able to learn new programs more quickly.

Compatibility/Connectivity

Macintosh compatibility and connectivity are additional benefits you can highlight during your seminar. It is very important that real estate prospects understand they can access MLS directly with Macintosh. In addition, they should know that Macintosh has the capability to read from and write to MS-DOS, Windows and UNIX. You may want to demonstrate these benefits by running the compatibility and connectivity demo, which is included on your Express Seminars CD.

Price/Value Comparison

Since most realtors are independent business people, they are spending their own money to purchase a computer so they're particularly concerned about the security of their investment. It is important to remind them that Macintosh systems can ultimately be less expensive than other personal computer systems because training costs, networking costs and overall support costs are much lower.[4] And when they are ready to upgrade their systems, Macintosh provides cost-effective growth paths.

When talking to realtors, you may also want to emphasize affordability and value, given the new additions to the Apple line of products, even when compared to DOS-based systems running Windows. Stress that Macintosh has more built-in features, so it can do more for less money. A recent study concludes that, overall, Macintosh computers offer the best price-performance value, when compared with similarly configured IBM and Compaq personal computers.[5]

All of these points can help you build to a natural conclusion containing this kind of "bottom line" message: Macintosh is a powerful, versatile business tool that can make real estate professionals more productive in virtually every aspect of their business. And this consistent, proven technology can be theirs at a truly affordable price.

Like the original SBSS Real Estate Business Solution, each folder contains applications that perform the functions indicated by the folder name. These demonstrations have been designed with real estate needs in mind and for presentation to a group.

Preparation Notes

As before, we have used a "Say This, Do This, Show This" format to provide easy instructions for demonstrations. We've also included a MediaTracks version of each demonstration so you can use a self-running presentation, if you choose.

Here are the contents of the Real Estate Business Solution for Express Seminars.

Farming:

- Client Information/FileMaker Pro
- Client Letter/MacWrite II

Marketing & Listing Presentations:

- Sales Illustration/MacDraw Pro
- Newsletter/PageMaker
- Fact Sheet/PageMaker
- Listing Proposal/Aldus Persuasion
- Real Estate Demonstration/MacroMind Director

Agent Productivity:

- Forms/FileMaker Pro
- Buyer Qualification/Wingz
- Scheduling/CalendarMaker

Business Management:

- Brokerage Services/Microsoft Excel
- Office Communications/MediaTracks/QuickMail
- Firm Accounting/Accountant, Inc.

[1] ***Qualitative Marketing***, 1990

[2] ***Diagnostic Research, Inc.,*** March, 1990

[3] ***Diagnostic Research, Inc.,*** March, 1991

[4] ***Gartner Group,*** June 1989

[5] ***Ingram Laboratories*,*** February, 1991

To assign a price-performance value to the systems tested, a ratio was calculated using the manufacturer's suggested retail price (SRP) and Ingram's results. The ratio is calculated by dividing a given system's performance index by the system's SRP. The greater the price-performance value, the greater the system's value to the customer (that is, a system with a .5 ratio offers greater value than a .3 system).

Based on manufacturer's suggested retail prices as of February, 1991. Current SRPs may have changed.

Unless otherwise noted, figures cited are from the Apple Market Model Guide.

Industry Overview

The Market

- 2 million real estate professionals and more than 196,000 real estate firms nationwide.
- Most firms have 6-50 sales people.
- 90% of all firms are single-office operations.
- The industry is structured in three primary levels:
  1. National level with the NAR (National Association of REALTORS) acting as the umbrella organization.
  2. State level with the state associations acting as the ruling organization.
  3. Local level with the local Boards of Realtors acting as the primary influence due to their frequent interaction with the realtors.
- The majority of real estate professionals specialize in residential real estate. Other areas of specialization include commercial, leasing, development, land, relocation and building management.

The Opportunity

- $550 million will be spent on computer technology in 1990.
- Rate of computerization is expected to double over the next year.
- 76% of NAR member firms have at least one in-house "dumb" computer terminal for accessing the Multiple Listing Service (MLS). The terminal is typically available to all of the agents in the office.
- Fewer than 10% of real estate professionals have a personal computer for their own use.
- Firms are buying computers for their agents to attract and maintain top producers.
- To maintain a competitive edge, agents are producing their own brochures, flyers and advertisements.
- As independent contractors, agents typically make their own purchase decisions.

The Target

Agency Organization:

- Owner/Manager
- Sales management
- Brokers
- Agents
- Associates
- Administrators
- Legal
- Support structure

Agent Demographics:

- Median household income is $70,000.
- Half of the real estate professionals nationwide are women.
- Real estate agents are well-educated — 40% have a college degree and many have a post-graduate degree.

Market Challenges/Solutions

Challenges:

- It's important to point out that the Macintosh can connect to MLS.
- Agents often experience changes in cash flow due to the cyclical nature of the industry.

Specific Agency Concerns:

- Commissions
- Compensation issues
- Database services
- Information processing
- Financial processing
- Listing procurement
- Cost containment
- Communications
- New business development
- Market assessments
- Client relations
- Advertising, promotion

Key Solutions:

- Farming, prospecting, mailing labels, contact lists, activity tracking
- Contract and forms preparation
- Brochures, flyers, newsletters and advertisements
- Buyer qualification
- Buyer and seller net sheets

For more detailed information, please refer to your Apple Market Model Guide.

Source: The Apple Market Model Guide. © Apple Computer, Inc., © Qualitative Marketing, 1990.

Using the Automated Business Solution Demonstrations

Each of the four folders appearing in the Real Estate demonstration has been recorded separately in color MediaTracks. You may select the order in which you would like to demonstrate them. At the bottom of the screen you will find 3 buttons that will allow you to navigate through each demonstration.

Play Button (▶) – Allows you to continually move forward.

Pause Button (⏸) – Allows you to momentarily stop the demonstration.

Stop Button (■) – Allows you to quit the demonstration.

In addition to those icons, MediaTracks will allow you to control the playback of tapes by using the Macintosh keyboard. Below is a list of the commands and the keys that activates the demonstration.

Launching the Automated Business Solutions

- Open Express Seminars Solutions folder.
- Open Automated Demonstrations folder.
- Open Real Estate folder.
- Open Real Estate tape icon to begin.

To view the MacroMind demonstration included in this Business Solution:

- Click the Quit to Animation button.
- Double click the Animated Presentation icon.
- When finished, double click the Real Estate tape icon to resume the MediaTracks demonstration.

General Tips

Display or Hide the Control Panel

Pressing the "H" key on the keyboard will display the control panel for MediaTracks. Clicking on any one of the icons activates them. Pressing the "H" key again will shrink the control panel into an icon. You can hide the icon by holding down the Option key and clicking the icon.

Speed Control

Pressing the "Up Arrow" (↑) on the keyboard will speed up the playback of the tape.

Pressing the "Down Arrow" (↓) on the keyboard will slow down the playback of the tape.

Pause

By pressing the "P" key, you pause the playback of the tape. Pressing the key once more will cause the tape to play again.

Stop

To stop a tape press the "S" key. Most of the time this will also cause MediaTracks to quit, taking you back to the Finder.

Rewind (Start over)

To replay a tape from the beginning press the "[" key.

Repeat

Pressing the "A" key will cause MediaTracks to replay the current tape over continuously. To turn off this feature press the "A" key once more. Pressing the "S" key will still stop the tape playback.

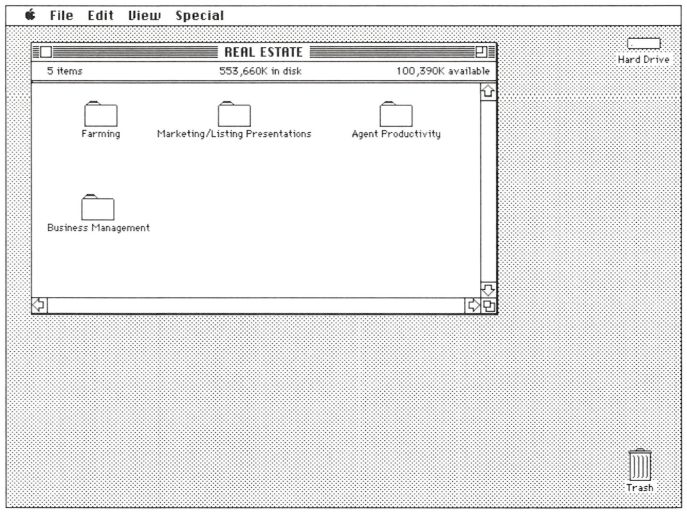
Skip Forward

To skip immediately to the beginning of the next feature, press the "forward arrow" (→) key.

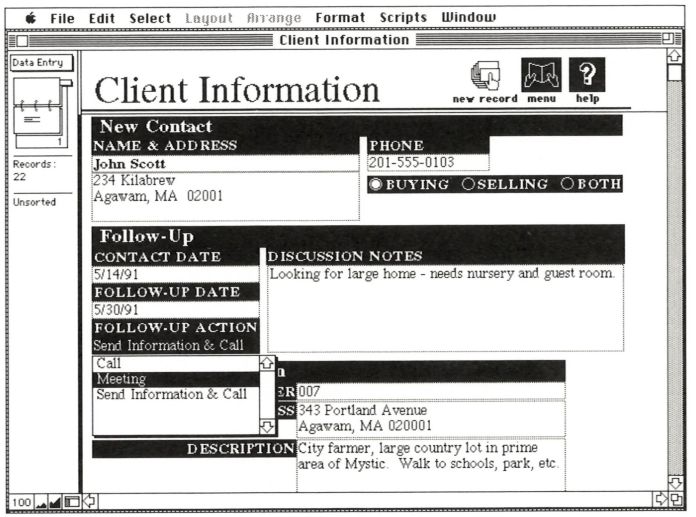
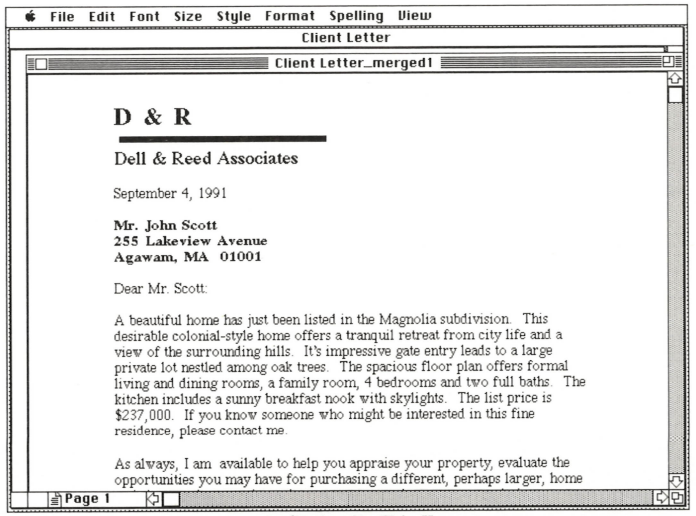
Skip Back

Pressing the "backward arrow" (←) key takes you back to the beginning of the current tape.

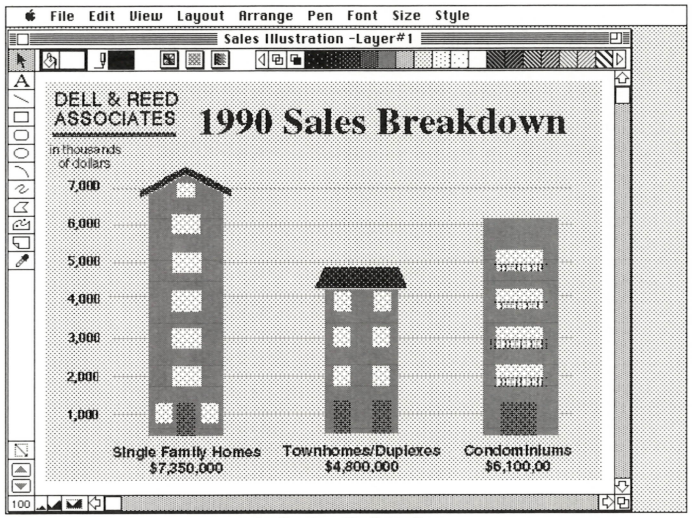
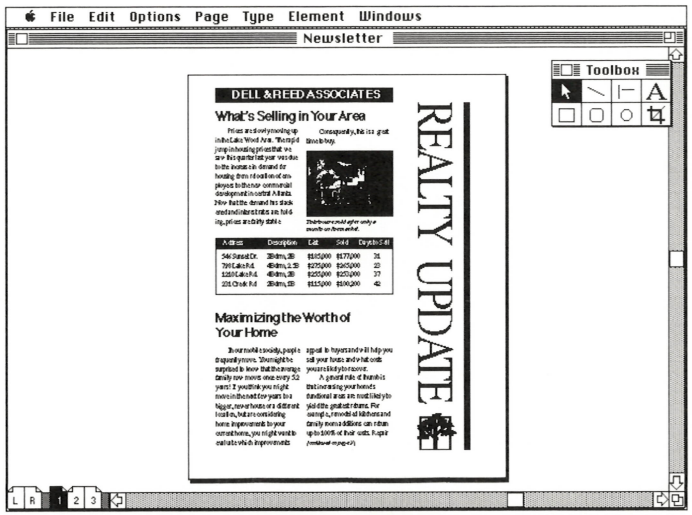
Real Estate

Say This	Do This	MediaTracks Do This	Show This
In today's business climate, you have to be versatile to stay competitive. And Apple Macintosh computers can help you run your entire firm more efficiently because it's as versatile as you are. Offering thousands of powerful software applications to choose from, Macintosh personal computers work for you to provide better service to your clients — and improve your bottom line.	Open **Hard Drive** by double clicking the icon or by selecting it (clicking once) and choosing **Open** under File menu. Open **Real Estate** folder. ▸	Open **Real Estate** tape icon.	
Farming, marketing and listing presentations, agent productivity, and business management are important tasks for most realtors and real estate firms. We'll go through examples of how Macintosh can help with each area. Notice that Macintosh is organized like your office is — no directories or complicated commands. Just folders showing the work that needs to be done.	Use the mouse to move the pointer over each folder as you name it.		
As you'll see throughout this demonstration, all Macintosh software programs share consistent menus and use commands in plain English, like, cut, copy and paste. There's even an undo command if you change your mind about something you've just done.	Use the mouse to highlight the pull down menus, pointing out some common commands in the Edit menu.		

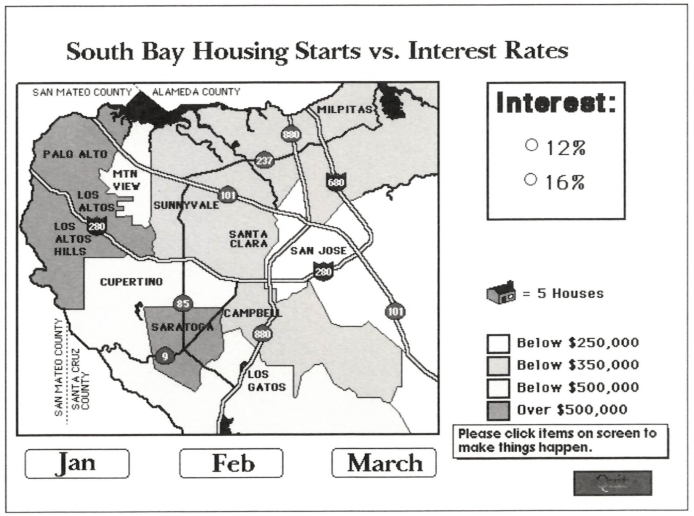
Farming

Say This	Do This	MediaTracks Do This	Show This
Let's begin by talking about one of the most important aspects of your job: farming or prospecting for new business.	Open **Farming** folder. Open **Client Information** document. Highlight **Client Address** text box, then type in a new address. Click below **Follow-Up Action** box to see selection options. Double click **Meeting** from Follow-Up Action pop-up list. ▸	Click on **Farming** folder to launch demonstration.	 *Application: FileMaker Pro*
You can also run a variety of reports from your database. With the Macintosh, you can more accurately schedule your clients and provide superior service.	Click bottom of **Book** icon (⊟ – upper left corner of screen) and browse through several records. Click **Menu** icon to see report icons. Click **Follow-up Report** icon. Click **50** button in lower left corner of screen to view at actual size. Click **Continue** button to return to menu. Click **Data Entry (pencil and pad)** icon. Choose **Quit** from File menu.	Click on **play** button (▶) to continue throughout.	
It's simple to customize your marketing efforts for specific clients by sending out special invitations to an open house for a new listing. • Simply indicate the information you need for your letter such as: name, title, address, etc. The selected information, taken from your database, is now merged with the form letter. This feature allows you to generate documents that appear to be tailor-made for each client.	Open **Client Letter** document. Choose **Open Merge Data File** from File menu. Open **Client List** document. Close **Insert Merge Field** window. Choose **Merge** from File menu. Click **New Document** button, then click **Merge** button in Merge dialog box. ▸ Choose **Quit** from File menu. Choose **No** when Save Changes dialog box appears.		 *Application: MacWrite II*
By reaching more people, less expensively, you'll be able to boost your productivity, resulting in more listings and more sales.	Close **Farming** folder.	End of demonstration.	

Marketing/Listing Presentations

Say This	Do This	MediaTracks Do This	Show This
With Macintosh, you can create everything from brochures to direct mail pieces with superior graphics. • You have an entire selection of drawing tools plus a palette of colors and shadings to choose from.	Open **Marketing/Listing Presentations** folder. Open **Sales Illustration** document. ▸ Click any building. Select a **color** from the pull-down color palette at top of window. Color of building changes. Choose **Quit** from File menu. Choose **No** when Save Changes dialog box appears.	Click on **Marketing/Listing Presentations** folder to launch demonstration. • • Click on **play** button (▶) to continue throughout. • • • • • • • • • • • • • •	 *Application: MacDraw Pro*
If you want a public relations job done, you probably do it yourself. With Macintosh, you can create brochures, fact sheets, flyers and ads, without spending as much as you have in the past with outside services. Here's an example of a newsletter you could create. • You can highlight text and add photos to give it a professional look. • What's more, you can customize a document like this easily to update your mailings on a monthly basis by adding new articles and photos. You could even individualize it for a particular neighborhood.	Open **Newsletter** document. ▸ Click first paragraph in first article. Choose **Edit story** from Edit menu. Editing window appears. Highlight a portion of text. Under **Type** menu, use **Type style** submenu to choose **Bold** and **Italic**. Close editing window. Choose **Actual size** from Page menu. Scroll to view text changes. Click **page icons** (📄 – lower left corner of screen) to view the rest of the document. Choose **Quit** from File menu. Choose **No** when Save Changes dialog box appears.		 *Application: PageMaker*

Say This	Do This	MediaTracks Do This	Show This
You can also produce and customize fact sheets with the Macintosh. • You can easily make selling price changes. • You can also change the features of the property to be highlighted. • If you're showing a couple with two children a house with three or four bedrooms, you can modify the description of the house to emphasize its benefits for families. Having a cost-effective tool like this at your fingertips means you'll always be ready for that unexpected showing or listing presentation. You won't experience the time delays associated with working with a typesetter or printer.	Open **Fact Sheet** document. ▸ Click on text to the right of photo. Choose **Edit story** from Edit menu. Editing window appears. Highlight price of home. Type in new price. Close editing window. Choose **Actual size** from Page menu. Scroll to view change in price. Choose **Quit** from File menu. Choose **No** when Save Changes dialog box appears.	• • •

Say This	Do This	MediaTracks Do This	Show This
But what if you want more sizzle? Why not animate your presentation? • As you can see, you can add extra excitement to your presentations. See how you can highlight the growth of a particular suburb for example, and emphasize the decline of another. • Imagine the other possibilities — like depicting the interest rates of various home loans graphically.	Open **Real Estate Demonstration** document. ▸ Click **Jan** button to view growth. Repeat same process for **Feb** and **March**. Click **Quit** button on screen.	• • • •	
With Macintosh, you can quickly develop and customize sales materials. You'll have immediate turnaround and more control over the quality of your documents and presentations than you would with outside suppliers. And you'll end up spending less for a professional result.	Close **Marketing/Listing Presentations** folder.	End of demonstration.	

Application: MacroMind Director

Agent Productivity

Say This

You can save time and more effectively service your clients by developing forms to meet your specific needs. For example, you could create the Checklist for Presentation of Offers form you see here.

- To update the form for each offer presented, first enter the new information in the blanks.
- You can also automate existing forms or design fact sheets, check requests, memos and so forth.
- And you can keep forms on file in your computer for fast reference and accurate back-up.

Let's say you want to help a buyer qualify for a loan. With Macintosh, you can know immediately what price range to look for and what monthly payments your client can expect. This way you can help them be assured of qualifying once they decide to buy.

- Simply enter the gross income for your client and the qualifying house price is automatically calculated.
- Of course, the spreadsheet is set up with a few basic assumptions, like the percent of gross income that is spent on housing.
- If we change that percentage – or any other – new home prices are automatically recalculated.

Do This

Open **Agent Productivity** folder.
Open **Forms** document.
Click **Checklist for Presentation of Offers** icon. A Checklist for Presentation of Offers form appears. ▶
Click **Menu** icon.
Click additional **forms** icons to view, then click **Menu** icon.
Choose **Quit** from File menu.

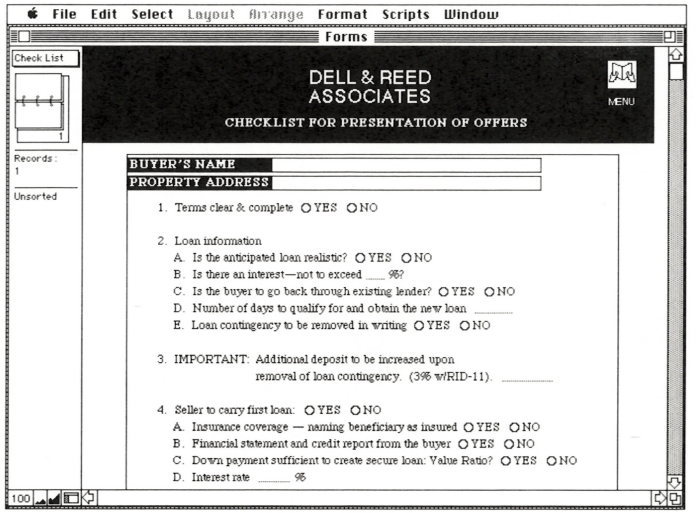
Open **Buyer Qualification** document. ▶
Change number in **Gross Income** cell and press **Return** key.
Indicate how other numbers recalculate automatically.
Choose **Quit** from File menu.
Choose **No** when Save Changes dialog box appears.

MediaTracks Do This

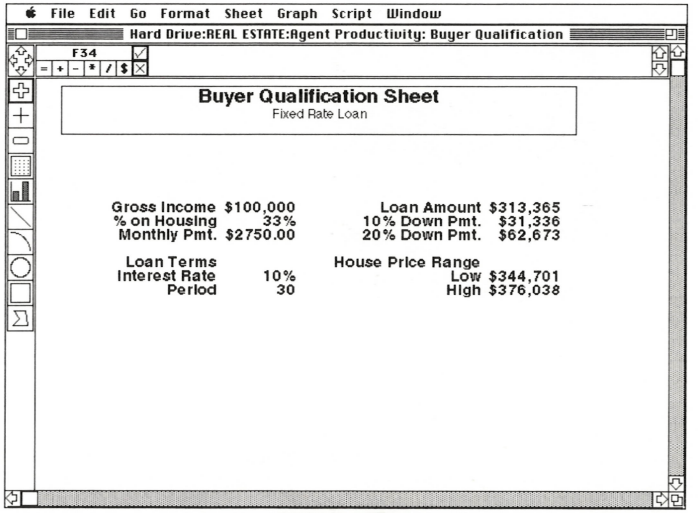
Click on **Agent Productivity** folder to launch demonstration.

Click on **play** button (▶) to continue throughout.

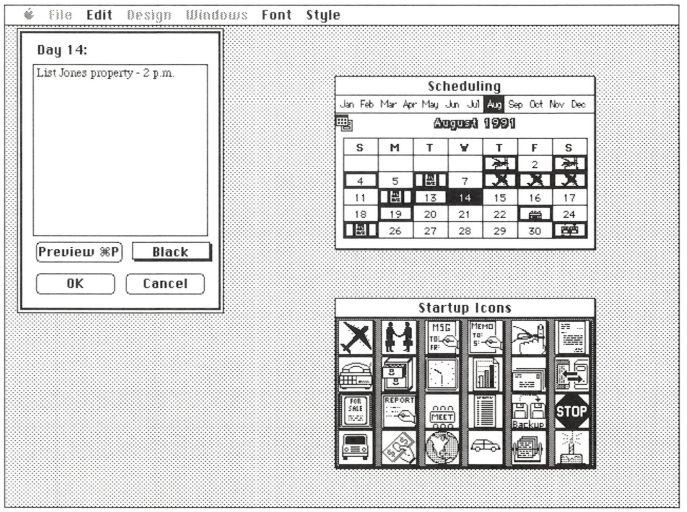
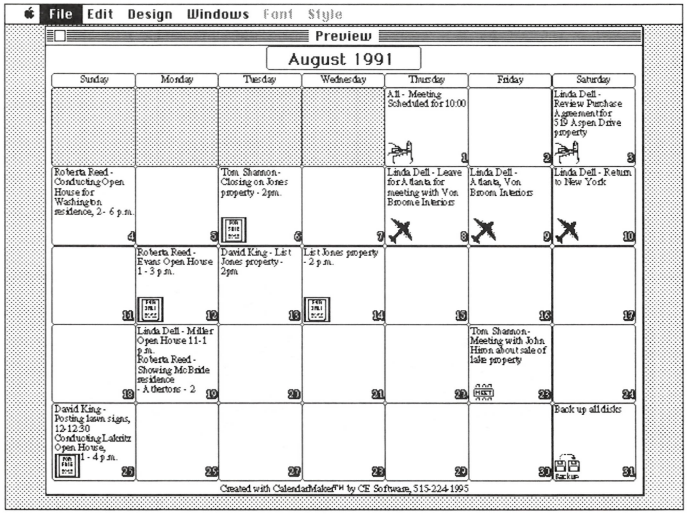
Show This


File Edit Select Layout Arrange Format Scripts Window
Forms
Check List
Records: 1
Unsorted
DELL & REED ASSOCIATES
MENU
CHECKLIST FOR PRESENTATION OF OFFERS
BUYER'S NAME
PROPERTY ADDRESS
1. Terms clear & complete YES NO
2. Loan information
A. Is the anticipated loan realistic? YES NO
B. Is there an interest—not to exceed ____ %?
C. Is the buyer to go back through existing lender? YES NO
D. Number of days to qualify for and obtain the new loan
E. Loan contingency to be removed in writing YES NO
3. IMPORTANT: Additional deposit to be increased upon removal of loan contingency. (3% w/RID-11).
4. Seller to carry first loan: YES NO
A. Insurance coverage — naming beneficiary as insured YES NO
B. Financial statement and credit report from the buyer YES NO
C. Down payment sufficient to create secure loan: Value Ratio? YES NO
D. Interest rate ____ %
100

Application: FileMaker Pro



Application: Wingz

Say This	Do This	MediaTracks Do This	Show This
Your calendar is undoubtedly full of activities: previewing homes for clients, open houses, showings, closings and so on. So wouldn't it be great if tracking these daily appointments and monitoring deadlines were easier? All it takes is a few modifications to keep you up-to-date.	Open **Scheduling** document. Click any date in **Scheduling** window. The agenda box for that day appears. Type "List Jones property - 2 p.m." ▸ Click **OK** button to complete entry and close box. Click and drag **For Sale** icon (– located in Startup Icons window) over selected date in Monthly Calendar.	•	 *Application: CalendarMaker*
You can view the entire month at a glance or focus on a particular day's activities. And if you're networked, you can view the schedules of co-workers to determine their availability for open houses. We know how valuable your time is. You'd rather spend it selling homes not doing paperwork. By automating your forms and schedules on Macintosh, you'll have more time to do what you do best: close sales.	Choose **Preview** from File menu. The full monthly calendar appears. ▸ Click on any area of the calendar to enlarge it. Click again to reduce the size. Close **Preview** window. Choose **Quit** from File menu. Choose **No** when Save Changes dialog box appears.	•	 *Application: CalendarMaker*
Let's look at how Macintosh can help you keep on top of changing property values, agency cash flow and expenses.	Close **Agent Productivity** folder.	End of demonstration.	

Business Management

Say This

For those of you who own a real estate firm, tracking property values, managing cash flow and agent expenses are critical to the operation of your firm. Even if you work for yourself, these tasks are important. Either way, Macintosh will help you have immediate access to accurate, current data in a visible, highly usable format.

- You can create graphs and charts to depict the information in any spreadsheet. You can track changes in property values automatically — and determine the impact this has on the sales potential of the property and residences.
- This data also changes in your graph.

Having this kind of information readily available can give you a competitive edge.

Enhanced interoffice communication is another benefit with Macintosh. You can send messages and mail instantly from one person to another.

- After typing in your message, you select the Send icon and indicate who you are sending the message to.

In addition to sharing information within your firm, Macintosh can also access MLS directly, giving you the most current information right on your desktop. And Macintosh is also compatible with MS-DOS, UNIX and other systems.

Macintosh can help you be more efficient, have more control over your own sales information and materials, access critical information and save time.

Do This

Open **Business Management** folder.
Open **Brokerage Services** document.
Resize spreadsheet window to fit left side of screen showing Columns A, B and C.
Choose **Open** from File menu and open **Brokerage Chart** document.
Click **Brokerage Services** window to make it active.
Click **cell C6** and type **700,000**. ▸
Press **Return** to enter new figure ($700,000).
Change **cell C7** and **cell C8**.
Note that the **Brokerage Chart** changes to correspond to new figures.
Choose **Quit** from File menu.
Choose **No** when Save Changes dialog box appears. (This occurs twice.)

Open **Office Communications** document.
Click on **play** button (▶) to continue throughout. ▸
Demo automatically returns to desktop.

MediaTracks Do This

Click on **Business Management** folder to launch demonstration.

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Click on **play** button (▶) to continue throughout.

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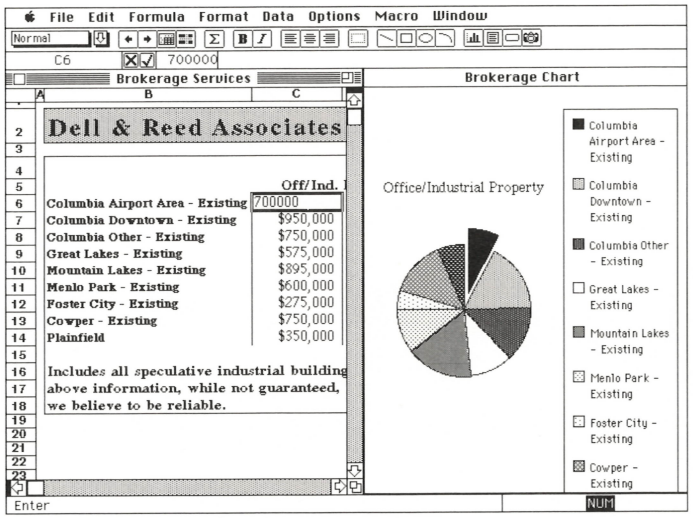
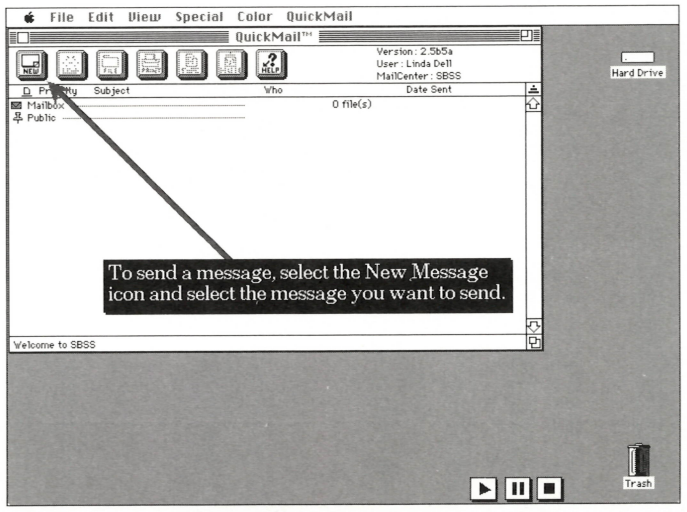
Show This

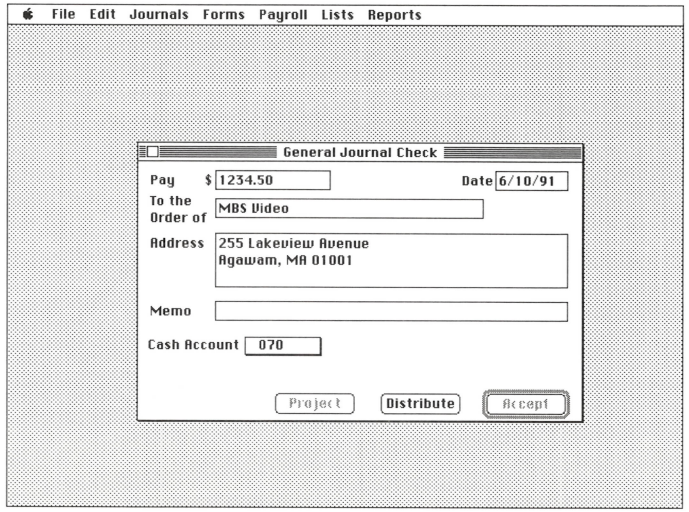


Application: Microsoft Excel

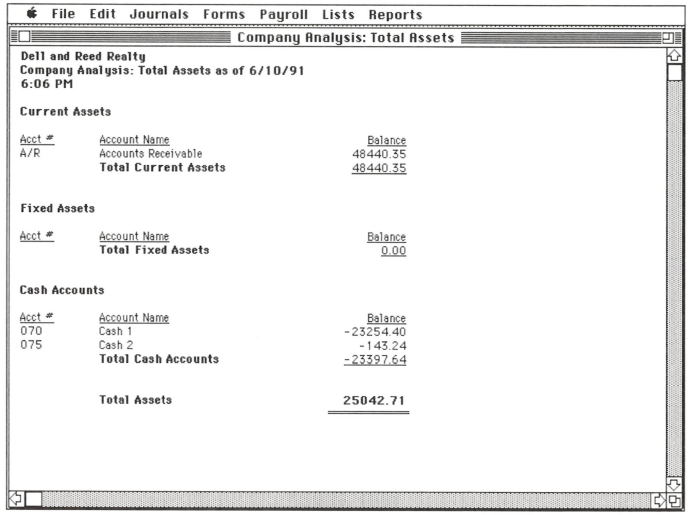


Application: MediaTracks/QuickMail

Say This	Do This	MediaTracks Do This	Show This
Since you probably handle many of your financial tasks yourself, you know how important – and time consuming – they can be. So let's look at some ways the Macintosh can handle those jobs with accuracy and efficiency.	Open **Firm Accounting** document.	•	
	Click mouse once to continue.	•	
	Show pull-down menus for **Journals**, **Forms**, **Payroll** and **Reports**.	•	
	Choose **Create Check** from Forms menu.	•	
	Enter an amount. Press **Return** key.	•	
	Enter a name. Press **Return** key.	•	
	Enter an address. Press **Return** key. ▸	•	
	Click **Distribute** button.	•	
	Double click category **Office Expenses**.	•	
	Click **OK** button.	•	
	Click **Accept** button.	•	
	You are now ready to create another check if desired.	•	
Creating a check is a good example of how accounting on the Macintosh is both fast and flexible. • You can automatically cut and distribute a check for timely transfers of funds.		•	
Creating checks is just the beginning of what you can do on the Macintosh. • You can also prepare financial reports, like income statements and commission splits. • Because the Macintosh allows multiple windows to be open at one time, it's easy to switch from task to task. You don't have to stop what you're doing; you can simply open another window.		•	
	Under **Reports** menu, use **Analysis** submenu to choose **Company**. The Company Analysis window appears.	•	
	Click **Total Assets** to select it.	•	
	Click **Analyze** button to create a report. ▸	•	
	Choose **Quit** from File menu.	•	
	Close **Business Management** folder.	End of demonstration.	



Application: Accountant, Inc.


File Edit Journals Forms Payroll Lists Reports
Company Analysis: Total Assets
Dell and Reed Realty
Company Analysis: Total Assets as of 6/10/91
6:06 PM
Current Assets
Acct # Account Name Balance
A/R Accounts Receivable 48440.35
Total Current Assets 48440.35
Fixed Assets
Acct # Account Name Balance
Total Fixed Assets 0.00
Cash Accounts
Acct # Account Name Balance
070 Cash 1 -23254.40
075 Cash 2 -143.24
Total Cash Accounts -23397.64
Total Assets 25042.71

Application: Accountant, Inc.

Summary

Say This

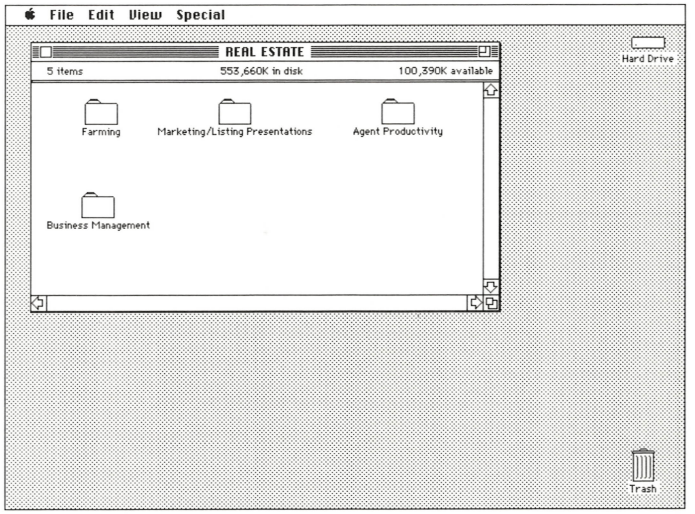
Today I've shown you how to manage your entire firm with one computer, the Macintosh. So whether you're putting together a new listing, sending out brochures, qualifying a buyer or managing your office, this tool will help make sure it's easy, affordable and only a click of the mouse away.

Macintosh works the way you do. It adapts to your working environment, gives you more control over your business and provides solutions to virtually all of your business needs. It will help your marketing efforts and improve your communications. And it offers a proven growth path for the future. That's the power of Macintosh. That's why it should be your computer.

Do This

MediaTracks Do This

Show This



SBSS Express Seminars
Business Solutions Directory: Real Estate

Located on your SBSS Express Seminar CD is a HyperCard stack of Macintosh business solutions including Apple and third party software and hardware products called the Apple Business Solutions Directory. It includes detailed product descriptions, pricing, system requirements and developer contact information. Use this tool as an information resource to provide your customers with details about Macintosh applications that are available to meet their specific needs.

Here's a sample of the Real Estate solutions found in the directory, more detailed information about these products are located on the CD:

MacAppraiser

Bradford and Robbins
4894 Pebble Glen Drive
San Jose, CA 95129
(408) 996-2331

MacAppraiser is a real estate appraisal report processor. It is an integrated package for processing a 15-page report. Included in the program are a sketcher for drawing the house; word processor for additional comments; page layout tool for creating custom addendums; the form processor; and 11 standard appraisal forms that are required in each appraisal. The product line consists of 35 individual programs for performing specialized appraisals. Also available is a management program for tracking appraisals. There are programs related to residential, condominium, and Income property; employee relocation; second mortgage financing; review appraising; land and agricultural; and mobile homes. Also available are programs for handling specialized addendums. MacAppraiser is designed for appraisers who work for themselves, or have a small office of 3 to 5 appraisers, larger institutions such as banks, savings and loans, credit unions, where appraisals are also required to conduct business.

Real Estate Edge

Metropolis Software, Inc.
505 Hamilton Avenue, Suite 305
Palo Alto, CA 94301
(415) 322-2001

Real Estate Edge is designed for real estate salespeople interested in generating more listings by efficiently prospecting a region with sales letters. Real estate professionals can create high-quality, personalized letters for a list of prospects as well as print envelopes and labels. The system is also useful for tracking a database of existing clients and enabling the user to follow up regularly.

Real Estate Investment Analysis

RealData, Inc.
78 N. Main Street
South Norwalk, CT 06854
(203) 838-2670

Real Estate Investment Analysis (REIA) is a comprehensive ten-year cash flow and tax projection for commercial or residential income-producing real estate. The user can enter assumptions about the purchase, financing, income and expenses, tax status, and other information, and the program will project the before- and after-tax benefits of ownership and resale. Among the factors that can be considered are purchase price; adjustable or fixed-rate financing; capital improvements; funded reserves; vacancy and credit loss; future refinancing, and much more. The program produces both a detailed and a summary report, providing numerous measures of investment quality: IRR, MFMRR, cap rate, debt coverage ratio, cash-on-cash, and others. Version 7.0 includes a new income and expense schedule that allows the user to project income on a lease-by-lease basis. Expenses can be projected by line item, year by year. This new release also adds the Real Estate Business Plan, a presentation-quality report that summarizes the most important aspect of the analysis and presents them in a concise, professional format.

Real Estate Partnership Plus

RealData, Inc.
78 N. Main Street
South Norwalk, CT 06854
(203) 838-2670

Real Estate Partnership Plus (REPP) is a ten-year income-property analysis designed for investments structured as general or limited partnerships. It performs a complete before-tax property analysis detailing income, expenses, financing, cash flows, reserves, improvements, and potential resale. It also allows the user to allocate individual percentages of cash flow, taxable income, and profit from sale to the limited and general partners, as well as a preferential return to the limited partners. The program then tracks the progress of the partners' capital accounts, showing original investment, cash flow, taxable income, and ultimate profit, all on a year-by-year basis. Finally it produces a straightforward property overview and partner's overview, suitable for presentation to a potential investor.

REMS Property Management 500

Good Software Corporation
13601 Preston Road, Suite 500
West Dallas, TX 75240
(214) 239-6085

REMS Property Manager 500 combines a complete accounting system and a powerful information management system into a single system that saves time, money and paperwork. Its double-entry accounting system includes general ledger, accounts payable, and tenant receivables. It automates tasks like generating tenant charges, writing checks, and reconciling bank statements. It also includes complete maintenance management and over 70 management and financial reports.

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Made on Macintosh®

VOL II, NO. 2 GREENBRAE FALL 1990

Growth Predicted for Apartment Unit Sales

by Katherine J. Higgins

Apartment unit sales may be the one bright spot for the slowing North Bay real estate market, experts said at a recent San Francisco apartment conference.

The state needs about 100,000 new apartment units this year alone, said Ken Rosen, co-chairman of the University of California, Berkeley, Center for Real Estate and Urban Economics. And permits for only 60,000 units have been issued statewide.

In the North Bay, permits for new multi-unit dwellings fell by 33% in Marin County. In Sonoma county multi-unit building permits increased by only 5%.

With a declining supply of rental housing and increased demand, experts predict that rents and apartment unit

Bay Area Rents: Stable, Except in North Bay

	Median 7/89	Median 7/90	Low-end 7/89	Low-end 7/90
San Francisco	$925	$950	$750	$765
San Mateo Co.	825	825	725	700
Marin	800	850	665	695
Santa Clara	700	720	635	640
North*	n/a	805	n/a	675
Remainder	n/a	695	n/a	620
Oakland	650	625	490	550
S. Alameda	625	655	575	585
C. Contra Costa	575	600	495	525
W. Contra Costa	n/a	600	n/a	525
Sonoma	570	625	525	550
Solano	450	525	395	435
BAY AREA	750	750	575	600

* Palo Alto, Los Altos, Mountain View, Sunnyvale, Cupertino

Multi-Family Permits Register Sharp Decline

	January-July 1989	January-July 1990	Percent Change

Frank Howard Allen & Company

One of the largest real estate brokers in northern California, Frank Howard Allen & Co. employs 48 clerical staff members as well as a group of licensed agents. They use 42 Macintosh computers for accounting, forecasting, customer flyers and publications. This newsletter was prepared using PageMaker. A Radius full-page display was used to view the entrire document. It was printed on a LaserWriter II printer.

For more examples of materials created by small businesses using Macintosh computers, review the contents of the Made on Macintosh folder found on the SBSS Express Seminars CD.

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Solutions for your growing business